

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Brian Axe et al.                      Art Unit : 3622  
Serial No. : 10/656,917                      Examiner : Alvin L. Brown  
Filed : September 5, 2003                      Conf. No. : 8377  
Title : IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC  
COMPETITIVE ADS

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INTERVIEW SUMMARY, AND

AMENDMENT IN REPLY TO ACTION OF JUNE 9, 2011

Please amend the above-identified application as follows:

**CERTIFICATE OF MAILING BY EFS-WEB FILING**

I hereby certify that this paper was filed with the Patent and Trademark  
Office using the EFS-WEB system on this date: October 7, 2011